

**METHOD AND SYSTEM FOR EXECUTING TRADES
IN A USER PREFERRED SECURITY**

ABSTRACT OF THE DISCLOSURE

A system for executing trades in a user preferred security is disclosed. The system comprises a server system (12) that is in communication with a client system (14), a security data source (26) and a trade execution location (30). The security data source (26) provides security data relating to a plurality of securities to the server system (12). The client system (14) provides M user specific criteria to the server system (12). The server system (12) then analyzes the security data based upon the M user specific criteria and identifies user preferred securities from the plurality of securities. The server system (12) provides the client system (14) with data relating to the user preferred securities. The client system (14) uses N user specific parameters to generate and display an N dimensional graph that is populated with icons representing the user preferred securities. After a user preferred securities is selected from the N dimensional graph and an order is requested, the client system (14) sends the order to trade the selected user preferred security to the server system (12) which routes the order to a trade execution location (30).